

MAKE THIS AN ELECTRICAL CHRISTMAS

Say "Merry Christmas" Electrically



ELECTRICITY SECRET OF GOOD COOKING

Even Toughest Cuts Can Be Tastily Done by Modern Improvements.

"You'd think a cow was all porterhouse," grumbled the exasperated butcher as an irate shopper left his stall complaining, "too expensive."

"I've got cheaper cuts; flank steak, English cut, brisket, as nice pieces as you could want, but if all these women insist on buying the same spot in the beef critter, sure it'll be expensive."

Many housekeepers could answer. "I've given the tougher cuts a fair trial, stewed them for hours at a high gas cost, disguised them in expensive sauces to tempt the family into even tasting them. It didn't work. Now I only buy steaks, chops, and tender cuts."

Such housewives are missing excellent dishes, for the tougher cuts, properly cooked, have a delicate flavor not to be found in steaks and chops. The secret of making tough meat tender and bringing out the high flavor is slow, even cooking.

Absolutely even cooking has either been impossible or a chance result on gas and coal stoves. But today, electrical cooking with its automatic clock-work controller makes it easy for every cook to convert tough meat into tender.

In the electric fireless cooker compartment which also has an automatic clock control, you can be sure of your results in cooking tough meat, and at one-third the cost of similar processing with gas.

With the slow, even imprisoned heat of the fireless cooker the flavoring extracts are kept in the meat, not wastefully boiled out. Connective tissue, the "stringy" part of meat, is by prolonged heat and moisture converted into "meat gelatine," the most digestible form of protein.

SLAKES CRAWLING IN W. VA.
PURSLEY, W. Va., Dec. 10.—Snakes have reappeared in this portion of Tyler county, J. W. Garman killing one near his home a few days ago.

CHILE GIVES \$7,000,000 RAILWAY ORDER TO U. S.

The largest railway electrification contract ever placed with an American firm for work outside the United States was recently signed by Chile, with the Westinghouse Electric International Company. The work calls for electrification of the Chilean State railroad between Valparaiso and Santiago and the Los Andes branch.

Both lines are now under steam operation. The main line is 116 miles long and is the most important railway line in Chile. It connects the leading seaport—Valparaiso—with the capital, Santiago, while the line to Los Andes is twenty-eight miles long and forms the Chilean State railway section of the transcontinental line to Buenos Aires.

Of necessity, new equipment of all kinds will be needed. For the running equipment, eleven local passenger locomotives, six express passenger locomotives, fifteen road freight locomotives, seven switching engines and five substations of 4,000 kw. each. There will also be a 3,000-volt direct-current system, which will be strictly American in character. The capacity of this equipment will be 50 per cent greater than the present traffic demands and the plans have been so drawn that an increase of traffic capacity three times the present size can readily be accommodated.

It is predicted by many American engineers that soon all the railroads of Chile will be electrified, as the abundance of water power, together with the drawback of high fuel prices makes the electric line a cheaper and better proposition.

This contract represents the third large order for electric railway supplies received by the Westinghouse Company from foreign countries, the others being obtained from France and Japan.

Other American concerns who received contracts for the requirements of the Chilean railroads are the American Locomotive Company, the Pressed Steel Car Company and the Anaconda Copper Mining Company. The Errazuriz, Simpson Company, of Chile, will build the overhead construction.

Novel Window Display Shows Santa in Plane

A very novel Christmas window display shows Santa Claus arriving in his aeroplane. He goes down the chimney of a house, taking two dolls with him and puts them in two small stockings hanging at the fireplace. Santa opens the whole front of the house showing two bedrooms with dolls sleeping in the beds, a large room with a fireplace and furniture with a small Christmas tree decorated.

As Santa ascends the chimney, he closes the front of the house, the house lights up, he enters his aeroplane and starts on his journey again; when he enters the aeroplane the dolls are released and they come back in place for the next trip.

An electric train makes a complete trip on the ground. The window, garage and station are lighted, the scenery is effective, houses in the distance are illuminated. Telegraph poles are strung with wire, also at road crossings are the "stop, look, listen" signs. Evergreen trees supply the winter environment.

Electricity Generated By Using Windmill

Miracles of all kinds are daily performed in this age, but the latest seems to be the development of a machine that uses the wind to generate electricity.

There recently has been developed an electric windmill which has a capacity of one kilowatt. This was the product of a year of experimenting by engineers of the Perkins Corporation, of Mishawaka, Ind., and the Westinghouse Electric and Manufacturing Company. A generator was developed which with variable speed produced a constant voltage. This kind of regulation with wind-driven plants is necessary because the wind is seldom, if ever, at any constant speed. The new plant can be thrown on 32 volts or 16 volts by means of a switch, which enables a light wind of seven miles an hour to generate sufficient electricity for all general purposes.

"Boiling Over" Doesn't Injure Range Coil

Electrical Editor: We have recently purchased an electric range which I find a great convenience. It has two "open coil" burners, and I try to be very careful not to let anything boil over onto them, but this has already happened once or twice. Will it damage the burners? MRS. T. U. I.

The wires in the heating element of the electric range will not be harmed by any liquid which may boil over onto them. After the cooking is done, they should be thoroughly brushed off, however. It is well to keep a soft brush hanging by the range for that purpose.

We Can Wire Your House At a Very Low Price. EXPERT WORKMANSHIP.

Hart Electric Co. 1012 Tenth Street N. W. Phone Main 5875.

ELECTRICITY BRINGS ROMANCE TO HOMES

Many Gifts Are Found Which Gladden the Wife and Sweetheart.

Electrical gifts, for all their fine practical value, are the most romantic of presents. For instance, when a man gives his wife an electric cleaner he gives her, not merely a combination of aluminum, dust bag and electric motor, but rather a modern Aladdin's lamp.

Press the power-controlling button. Instead of rubbing an imaginary lamp, and lo! the swift-acting cleaner gives its fortunate possessor the precious gift of spare time; it confers on her a new dignity by making her a professional homemaker; it brings her a long treasured heart's desire as it gets the humdrum tasks done and out of the way without lessening her personal distinctness. Notice the daintiness of a housewife who operates a vacuum cleaner. First she dusts the furniture free from the light coat of fuzz that is the most she allows to accumulate.

Next she effortlessly runs the light weight cleaner over rugs and floor, getting dirt, lint and threads, the grit imbedded in the nap, the dust hiding in out-of-the-way nooks, even the fine shed hair of the Boston bull. And then, when everything is freshened and clean clear through, even the air dustless and sweet smelling, the operator herself is as trim as ever, the organdie of her cuffs not even soiled.

There are other appliances that, in their field, give this plus service or romance overtone. The manufacturers of an electric range, handsome in enamel and nickel, have recently added a light weight model to their output. This new stove does away with necessity for extra wiring, because it operates from a base plug or lamp socket. Heavy insulation reduces the amount of current consumed to a minimum, and yet with its oven, griddle and broiler, it is almost as complete as its larger sister.

The fireless cooker compartment is the romance of this time. In it the housewife can place a full meal, trust all regulation to the automatic clock attachment, and enjoy the afternoon where she will, care free in her knowledge that she can return at dinner time to a piping hot, well-cooked dinner.

And how about the practical romanticism of a Christmas tree lighting outfit for the children's best surprise? The tree's whole decorative pretension is solved by these fancy bulb outfits, the symmetrical, fragrant greenness of the three making a delightful background for colorful bulbs in fruit shapes, illuminated Santa Claus and luminous kewpies. The practical end is the permanence of the outfits in doing duty year after year, while they happily eliminate fire risk.

For the engaged girl there are toaster-grill combinations which, together with a percolator, make breakfast a "no-step" function. Some of the percolators and coffee urns in aluminum, pure copper, nickel or silver, with etched handles and feet are ornamental enough to please any bride.

It looks as if making it an electrical Christmas insures a rich return in usefulness, comfort, labor-saving, and, yes indeed, romance.

New Electric Mangle Achieves Fine Work

Electrical Editor: Is there any difference between the old-time mangle and the electrical mangles we see nowadays? MRS. H. G. R.

The electric ironing machine is quite a different device from the mangle. The mangle was a large and cumbersome piece of machinery, composed of several rollers, one heated by steam. Flat pieces, such as sheets, tablecloths and bedspreads, were ironed between them. It, but its clumsy mechanism was not adapted to fine work. In fact, the word "mangle" is derived from an ancient Greek word meaning "war engine."

The modern electrical device, on the other hand, is easily controlled and operated. It consists, usually, of a padded roller against which is fitted a concave iron "shoe," heated by gas. The smooth surface of the shoe may be waxed, just as if it were a smoothing iron, and it may be released or brought into place again against the roller very quickly.

Seated before this iron the housewife may iron beautifully fully 90 per cent of the average washing, without tiring herself out at all. The ironer exerts far more pressure than any but a very strong woman could do. It puts a glossy finish on fine linens, and not only the flat pieces but also men's soft shirts women's house dresses, children's rompers, all the underwear, aprons and most of the other garments, come from it fresh and crisp. It is not hard to acquire the trick of guiding these clothes carefully through the ironer. Yes, the electric ironer differs considerably from the old-time mangle. Indeed, it should not be called a mangle.

LUNCHEONETTE LABOR-SAVERS

"What is a soda fountain without its luncheonette?" The soda fountain used to be satisfied to serve soft drinks, then sandwiches were added, then chocolate and coconut cake, or raisin cake wrapped in thin paper, and other tidbits, so that now at noon time girls and women stand in rows three deep waiting for a good beverage, a sandwich, and a piece of cake.

Serving the girls quickly was a problem until the advent of electrical labor savers, such as the electrical juice extractors for refreshing orangeades, or lemonades; the electric heater, or mixer, for the mixing of chocolate malted milks, whipping cream, mixing mayonnaise.

In making the whipped cream all that is necessary is to put the heater in a bowl of cream and in three minutes there is an overflowing bowl of whipped cream. Nor is it necessary to buy "extra" cream, plain ordinary cream can be frothed up in almost no time. When using the electric heater for making mayonnaise, the dressing gets to be as thick as butter and the emulsion produced is perfect. Syrups are warmed and chocolate melted in pans over an electric stove at the soda fountain, so electricity is making itself more and more useful at the luncheon counter.

Carroll P. Carpenter ELECTRICAL CONTRACTOR

Life reciprocates among those who do unto others as they would have others do unto them.

The nature of vigor of honesty creates an attraction that is hard to resist.

When a man succeeds in convincing others that he is possessed of truth and principle and has an interest in his fellows to common end, the element of confidence steps in and the spirit of co-operation is thoroughly established.

"That Personal Service"

Home Wiring.



Phone N-8349

Say "Merry Christmas" Electrically

WHOLESALE

Doubleday-Hill Electric Co. 715 12th St. N. W.

Phone Main 4681

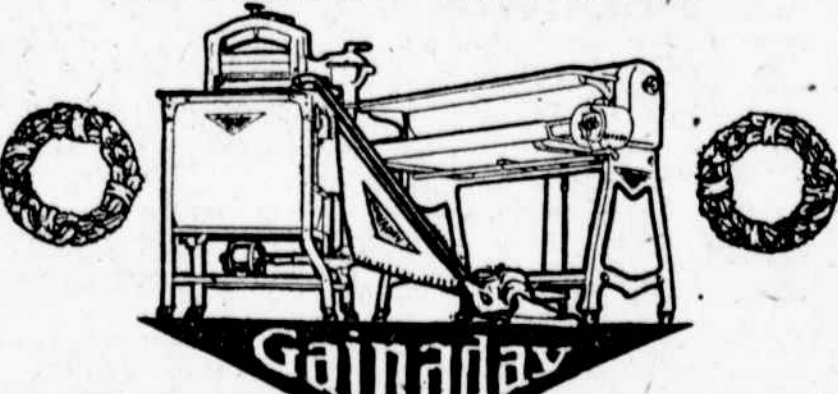


WHOLESALE ELECTRIC SUPPLIES AND APPLIANCES

Distributors for Apex Vacuum Cleaners, Rotorex Electric Washers, Rotorex Ironing Machines, Estate Electric Ranges, Universal Electric Heating Devices, M. and B. Electric Heating Devices, Standard Fireless Cookers, Wireless Apparatus.

All Electrical Presents Are Useful Christmas Gifts

GIVE HER A GAINADAY



Washer Vacuum Cleaner Ironer

A Gainaday Electrical Servant would be an ideal Christmas Present for Mother.

A \$5.00 payment will insure delivery of any Gainaday appliance in time for Christmas. Call and inquire for further particulars about our special Christmas offer.

OPEN EVENINGS

GAINADAY ELECTRIC CO. MUELLER-BELT ELECTRIC CO., Agts.

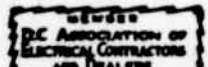
Main 500

709 13th Street N. W.

Franklin 264

BUY FROM AN ELECTRICAL DEALER FOR SERVICE

—•—



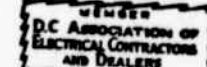
HEADQUARTERS FOR ELECTRICAL CHRISTMAS GIFTS

Yours for an ELECTRICAL XMAS

H. I. SCHARR ELECTRIC CO. 739 11th St. N. W. Phone Main 1286



All Kinds of Electrical Gifts



E. C. GRAMM

Formerly at 1408 Eye St. N. W.

1909 14th St. N. W.

Phone North 10479-J

A new and complete line of electrical appliances for domestic and commercial use, including Hamilton-Beech Vacuum Cleaners, Universal Washing Machines, Perculators, Toasters, Sew-Easy Motors for Sewing Machines, Armstrong Table Stoves and Waffle Irons.

Electric light and power installation in old or new buildings of any size.



The Store for Things Electrical Everything for the Motorist

THIS 50-year-old concern holds today, and has held for years, the position of leadership among Washington's Electrical establishments. As "HEADQUARTERS for Things Electrical," it acts as distributors of the following standard, high-grade electrical appliances and conveniences:

'Laun-Dry-Ette' Electric Washing Machines

"Universal" Electric Washers

"Walker" Electric Dishwashers

'Hotpoint-Hughes' and 'Universal' Ranges

"Universal" and "Hotpoint"

Heating and Cooking Appliances

"Hamilton-Beach" and "Hotpoint"

Vacuum Cleaners

"Patton" Electric Ironers

"Lionel" Toy Trains and Accessories

"Eveready" Flashlights

"Emeralites"

"Adjustolites"

"H-B" Sewing Machine Motors

Christmas Tree Lighting Outfits

"G-E" Wiring Devices

"H-B" Vibrators

FOR the past twenty years we have been leaders in the distribution of the best in the line of Automobile Accessories, such as:

"Premier" Vacuum Cleaners for Automobiles, "Autoreel" Spotlights, Electric Hand Warmers for Steering Wheels, Cigar Lighters, Thermos Ware and Luncheon Outfits, Trouble Lamps and Stop Signals, "Pyrene" Fire Extinguishers.



NATIONAL ELECTRICAL SUPPLY COMPANY 1328-30 NEWYORK AVE. MAIN 6800